

2014 EHF Club Manager Seminar

**29th - 31st May 2014/ Cologne,
Germany**

Welcome to the 3rd edition !

Who is who



EHF Competence Academy & Network



2014 EHF Club Manager Seminar
29th - 31st May 2014/ Cologne, Germany

1st edition 2012

„From Basics to Chances“

2nd edition 2013

„Spectator Sport Handball – Best Practice Models!“

3rd edition 2014

„Media Management – Best Practice“



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„2014 EHF Blended Learning Programme“ EHF Club Manager Licence

- 1. Seminar „Media Management – Best Practice“**
- 2. Good/Best Practice Assignment**
- 3. E-Learning Modules (ILIAS)**
 - a) Hall set-up, EC Regulations, Event management**
 - b) Media management**
- 4. On-line Testing (3a, 3b)**



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Seminar Programme

Thursday 29.05.2014

By noon 13:00 – 14:45	Arrival at hotel “Park Inn” Hotel Cologne Accreditation	Participants EHF
15:00 – 15:15	Welcome / Who is Who / Objectives / Blended learning programme	Höritsch/EHFCAN
15:15 – 16:15	Keynote –“Media_Strategy_Brain_Games - How sports clubs position themselves for a succesful branding in mass media”	Dr. Christoph Bertling / GER German Sport University Cologne
16:15 – 16:45	Coffee break	All
16:45 – 17:45	“Second Screen – Get the dialogue started”	Axel Sierau / GER Marketing Minds
17:45 – 18:45	EHF - Media	JJ Rowland / EHF Media
19:30	Dinner at Restaurant “Park Inn” Hotel	All



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Friday 30.05.2014

08:00 – 08:45	Breakfast	All
09:00 – 10:00	“The Evolution Phases of Digital Media in a Sport Organisation and how Digital Media will benefit each club even further!”	Mario Leo / GER Result Sports
10:00 – 10:30	Coffee Break	All
10:30 – 12:00	Best Practice Clubs - “What works well in my club?”	Participants
12:00 – 13:30	Lunch	All
13:30 – 14:30	German Olympic Sports Confederation – “Sochi 2014 - Agenda Setting via Social Media”	Christian Klaue / GER DOSB
14:30 – 15:00	Coffee Break	All
15:00 – 16:00	Best Practice Clubs - “What works well in my club?”	Participants
16:00 – 17:00	“Handball in research”	Stephan Schröder / GER REPUCOM
17:00 – 18:30	Best Practice Clubs - “What works well in my club?”	Participants
19:30	Dinner at Restaurant “Park Inn” Hotel	All



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Saturday 31.05.2014

08:00 – 08:45	Breakfast	All
09:00 – 10:30	Best Practice Clubs - “What works well in my club?”	Participants
10:30 – 11:00	Coffee Break and Snacks	All
11:00 – 12:00	Best Practice other team sports – Football – 1. FC Köln	Tobias Kaufmann/ GER 1. FC Köln
12:00 - 12:30	Awarding of Certificates/Licences and Closing	Höritsch/EHF CAN
Afternoon	Individual Departure	All

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Good/Best Practice

What works well in your club?

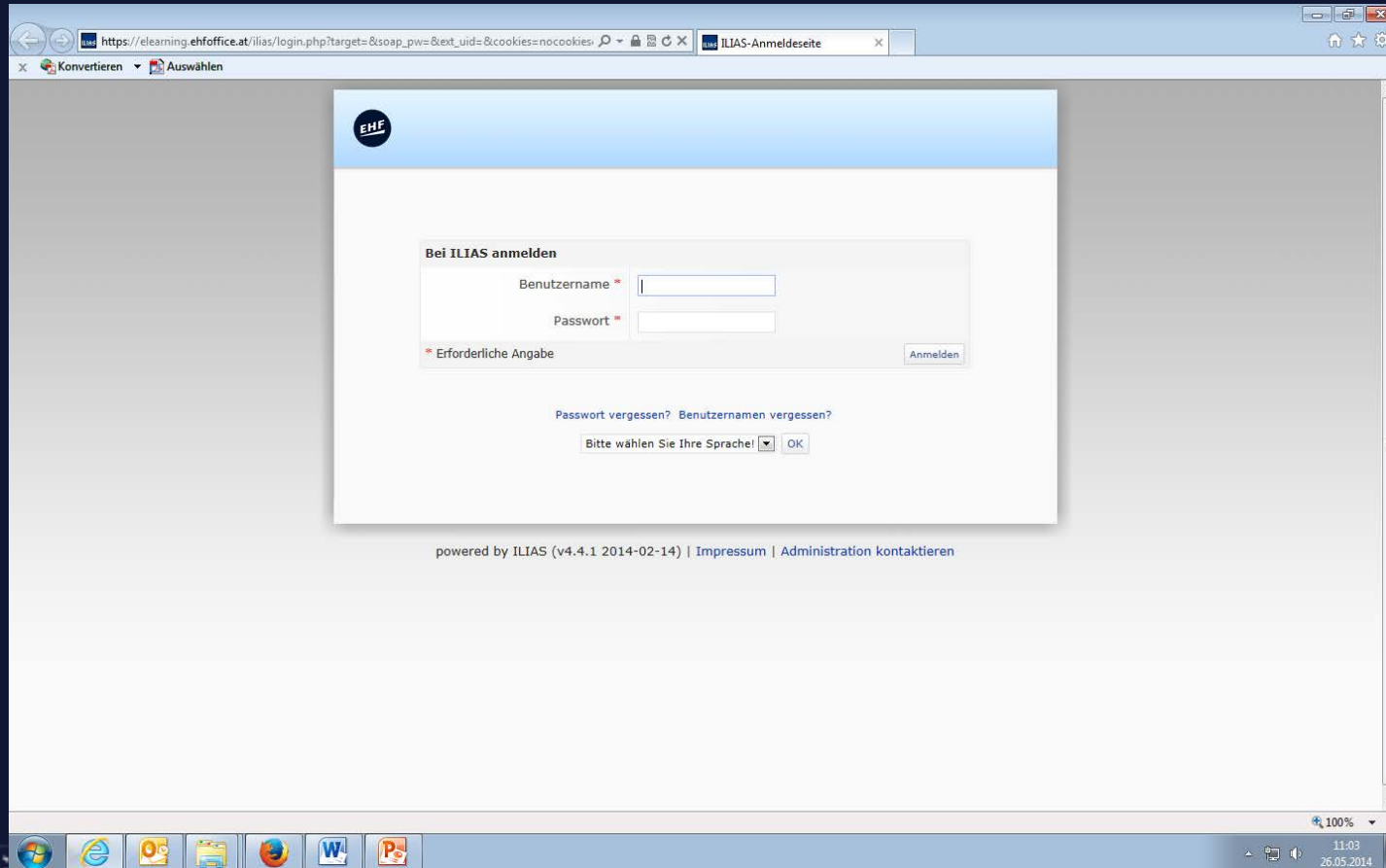


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E-Learning



The screenshot shows a web browser window with the address bar displaying `https://elearning.ehfoffice.at/iliass/login.php?target=&soap_pw=&ext_uid=&cookies= nocookies`. The page title is "ILIAS-Anmeldeseite". The main content area features the EHF logo in the top left corner. Below it, a login form titled "Bei ILIAS anmelden" contains two input fields: "Benutzername" and "Passwort", both marked with a red asterisk. Below these fields is a red asterisk and the text "Erforderliche Angabe". To the right of the password field is an "Anmelden" button. Below the form, there are two links: "Passwort vergessen?" and "Benutzernamen vergessen?". At the bottom of the form area, there is a language selection dropdown menu labeled "Bitte wählen Sie Ihre Sprache!" and an "OK" button. At the very bottom of the page, there is a footer that reads "powered by ILIAS (v4.4.1 2014-02-14) | Impressum | Administration kontaktieren". The browser's taskbar at the bottom shows various application icons and the system clock indicating 11:03 on 26.05.2014.

Bei ILIAS anmelden

Benutzername *

Passwort *

* Erforderliche Angabe

Anmelden

Passwort vergessen? Benutzernamen vergessen?

Bitte wählen Sie Ihre Sprache! OK

powered by ILIAS (v4.4.1 2014-02-14) | Impressum | Administration kontaktieren



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The screenshot shows a web browser window displaying the EHF eLearning platform. The address bar shows the URL: <https://elearning.ehfoffice.at/iliad.php?baseClass=ilPersonalDesktopGUI&cmd=jumpToSele>. The browser tabs include "EHF eLearning - Übersicht". The page header features the EHF logo, the text "EHF eLearning", and a user profile for "Beata Kozłowska" with a link to "Abmelden". Below the header, there are navigation tabs for "Persönlicher Schreibtisch" and "Magazin". The main content area is titled "Übersicht" and contains a section "Meine Mitgliedschaften" with a single entry "Club Manager Education" and an "Aktionen" link. To the right, there are sidebars for "Mail" (showing 0 Mail(s)) and "Meine Tags" (with instructions on how to use tags). The footer of the page states "powered by ILIAS (v4.4.1 2014-02-14) | Impressum | Administration kontaktieren". The Windows taskbar at the bottom shows various application icons and the system clock indicating 11:07 on 26.05.2014.



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The screenshot shows a web browser window displaying the EHF eLearning Club Manager Education interface. The browser's address bar shows the URL: https://elearning.ehfoffice.at/iliass.php?ref_id=58&cmdClass=ilrepositorygui&cmdNode=nn. The page header includes the EHF logo, the text "EHF eLearning", and a user profile for "Beata Kozłowska" with an "Abmelden" (Logout) link. Below the header, there are tabs for "Persönlicher Schreibtisch" and "Magazin". The main content area is titled "Club Manager Education" and features a navigation bar with tabs: "Inhalt", "Info", "Einstellungen", "Mitglieder", "Lernfortschritt", "Metadaten", "Export", "Rechte", and "Voransicht als Mitglied aktivieren". The "Inhalt" tab is selected, showing a list of learning objects under the heading "Inhalt". A green button "Neues Objekt hinzufügen" is located at the top left of the content area. The list of objects includes:

- Playing Hall Set-up Guidelines and EC Regulations (Typ: Lernmodul ILIAS) with an "Aktionen" dropdown.
- Test Playing Hall Set-up Guidelines and EC Regulations with an "Aktionen" dropdown.
- Media (Typ: Lernmodul ILIAS) with an "Aktionen" dropdown.
- Test Media with an "Aktionen" dropdown.
- Hall Set-up with an "Aktionen" dropdown.
- EC Regulations with an "Aktionen" dropdown.
- Playing Hall Set-up Guidelines (Medien für Playing Hall Set-up Guidelines) with an "Aktionen" dropdown.

The bottom of the browser window shows a Windows taskbar with various application icons and a system clock indicating 11:06 on 26.05.2014.



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The screenshot shows a web browser window displaying the EHF eLearning platform. The URL in the address bar is https://elearning.ehfoffice.at/iliass.php?ref_id=60&from_page=30&obj_id=31&cmd=layout8. The page title is "EHF eLearning". The user is logged in as "Beata Kozłowska" and can click "Abmelden". The navigation menu includes "Persönlicher Schreibtisch" and "Magazin". The main content area is titled "Playing Hall Set-up Guidelines and EC Regulations". The left sidebar shows a tree view of the document structure, with "1.1.2 Hall size, size and position" selected. The main content area displays the text for "1.1.2 Hall size, size and position of playing court".

1.1.2 Hall size, size and position of playing court

- The arena must have a rectangular free floor space measuring 50 m (length) by 28 m (width). In addition, free space in the playing hall is needed on all four sides outside the base area for a sufficient number of spectator grandstands. Therefore, the minimum floor area of the hall must be about 120 m to 150 m.
- An area of 40 m (length) by 20 m (width) is required for the playing court in accordance with the Rules of the Game issued by the International Handball Federation (IHF). The remaining space is needed for structures around the playing court (advertising, studios, cameras, space for photographers, substitution area, etc.).
- In addition, free space in the playing hall is needed on all four sides outside the base area for spectator grandstands (depending on the utilisation plan and any partially flexible grandstands that may be used).
- The exact position of the playing court depends on the optimal angle of the principal TV cameras, requirements relating to perimeter advertising, and the safety zones laid down in the Regulations.
- The safety distance from the side line to the advertising board shall be 1m, from the outer goal line to the advertising board 2m.
- It is defined at the time of the principal inspection by agreement between the EHF, the EHF TV marketing partner, the TV host broadcaster, and COC/LOC.
- Experience has shown that moving the playing court towards the side opposite the TV cameras and/or moving the judges' table and chairs backwards in the substitution area are the most effective measures for ensuring an ideal position of the playing court relative to the angle of the principal TV cameras.

Access to all grandstands must be exclusively from upper level stairs or corridors. For safety reasons, access for spectators across the playing court must not be permitted.

- A suitable area must be provided for the music station and the required equipment.
- In addition, a separate Arena Entertainment Operation station must be set up.

Technical equipment must be covered to create a reasonable appearance meeting event CI requirements by using venue dressing resources (no wire lattice mats as used on construction sites).



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The screenshot displays a web browser window with the URL https://elearning.ehfoffice.at/iliad.php?baseClass=iiLMPresentationGUI&ref_id=76. The page is titled "EHF eLearning" and shows a user logged in as "Beata Kozłowska". The left sidebar contains a "Media" menu with the following items: Intro, 1. Organisation, 2. Accreditation, 3. Media Facilities, 4. Photographers, 5. Post-match procedures, 6. Information services, 7. Media events, and 8. Media Workshop Keynotes. The main content area is titled "Media" and includes a sub-header "Intro". Below this, the section "EHF Media and Communications" is displayed, followed by the text "Media Management Guidelines for Events". A large image shows a person holding a tablet displaying a video of a man in a blue shirt speaking at a podium. The Windows taskbar at the bottom shows the time as 11:16 on 26.05.2014.



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The screenshot shows a web browser window displaying the EHF eLearning platform. The address bar shows the URL: https://elearning.ehfoffice.at/iliass.php?ref_id=76&from_page=100&obj_id=75&cmd=layout. The page header includes the EHF logo, the text 'EHF eLearning', and a user profile 'Beata Kozłowska » Abmelden'. Below the header, there are navigation tabs: 'Persönlicher Schreibtisch' and 'Magazin'. A left sidebar menu lists various media-related topics, with '5. Post-match procedures' highlighted. The main content area is titled 'Media' and contains a sub-header '5. Post-match procedures (1/4)'. The text describes the post-match procedures, stating that all players and coaches must exit the court via one exit and pass through the flash zone and then the mixed zone. Medical staff (team doctor, team physiotherapist) are not required to pass through the flash and mixed zones and can go direct to the locker room. Below the text, there is a section titled '5.1 Flash zone' which explains that the flash zone is the first contact the players and coaches have with the media following the end of the match. Access should only be available to the host broadcaster and selected TV rights holders. A 'radio' flash zone can also be created for selected radio stations. The flash zone should be managed correctly with adequate security to ensure limited access. At the bottom of the content area, there is a photograph showing several people, including a player in a white jersey, standing in front of a backdrop for the 'EHF EURO 2014'.



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The European Handball Federation
certifies that

«NAME»

«CLUB»

participated in the
2014 EHF Club Management Seminar
“Media Management – Best Practice”

in Cologne/GER
from May 29th – 31st, 2014

Helmut Hörtsch



EHF CAN



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Thank you!
Good luck!



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